

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

GOLDBERG et al.

Serial No.: 09/502,285

Filed: February 11, 2000

Atty. File No.: 3367-2-2

For: (Old) "A NETWORK GAMING  
SYSTEM" (New) "A NETWORKED  
SYSTEM FOR PRESENTING  
ADVERTISING"

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REQUEST TO AMEND TITLE  
OF APPLICATION

## CERTIFICATE OF FACSIMILE TRANSMISSION

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS  
BEING SENT VIA FACSIMILE TO THE ASSIGNMENT  
RECORDATION SERVICES OF THE UNITED STATES  
PATENT AND TRADEMARK OFFICE, AT 703-872-9306 ON  
THIS 17 DAY OF February, 2005.

SHERIDAN ROSS P.C.

BY: *Chasity C. Rossum*

Chasity C. Rossum

Dear Sir:

Applicants of the above-identified patent application respectfully request that the title of the application be changed to "A NETWORKED SYSTEM FOR PRESENTING ADVERTISING," as amended in an Amendment and Response filed with the U.S. Patent Office on May 8, 2002. A copy of the Amendment is attached herewith, along with a copy of the returned postcard receipt, which was acknowledged as received by the U.S. Patent Office and date-stamped May 8, 2002.

Applicants do not believe that any fees are due in connection with the filing of this application. However, in the event that any fees are due, it is requested that the undersigned attorney be contacted.

Respectfully submitted,

SHERIDAN ROSS P.C.

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Date: *Feb. 17, 2005*

J:3367-2-2 To Be Filed REF: 01-change of title and

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**VERSION WITH MARKINGS TO SHOW CHANGES MADE****IN THE SPECIFICATION:**

Please replace the title of the present application with the following title:

**"A NETWORKED SYSTEM FOR PRESENTING ADVERTISING"**

**IN THE ABSTRACT:**

Please replace the abstract of the present application with the following abstract:

A networked system is disclosed for presenting advertising during on-line interactions between a user and a service of a network (e.g., the Internet, interactive cable, and/or a LAN). Advertisements (ads) are presented to a networked user unrequestedly during user interactions with the service. The user can activate the ads (via hyperlinks) for receiving additional advertising. The system gathers user data and/or develops user profiles for selectively presenting ads, promotionals, discounts, etc. targeted to receptive users. In exchange for viewing such selective presentations, on-line access to the service is provided, the service including, e.g., (a) playing on-line interactive games (e.g., blackjack and poker), (b) providing access to the network itself (e.g., an Internet service provider), and/or (c) providing access to substantially any interactive service accessible via (b). The system can provide free/reduced cost network services to the user for viewing unrequested advertising. The system can be provided for a casino.

**IN THE CLAIMS:**

Claim 97 has been deleted.

Claim 98 has been amended as follows:

98. (Amended) A method of advertising on the Internet, comprising:  
for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

- 5 first transmitting, from the user, [an Internet] request on the Internet for contacting a providing node of the Internet, said providing node provides access to two [one] or more display presentations for a service with which the user identifies in said request [desires to interact], wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is
- 10 interactive on [via] the Internet with the user;
- first receiving, via the providing node, said two [one] or more display presentations for said interactive service;
- [ for ] first presenting said two or more display presentations on at least a portion of a display of a user node by which the user accesses the Internet, wherein at least two of
- 15 said display presentations are successively displayed, and there is a user input to one of said at least two display presentations, P<sub>1</sub>, for a transmission on the Internet to which a latter of said at least two display presentations, P<sub>2</sub>, is a response obtained in said step of receiving;
- second [first] presenting, by the user node, overlapping with a display of said [at
- 20 least] one of the display presentations P<sub>1</sub>, a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received via the Internet in response to Internet transmissions by the providing node during said first presenting step, and displayed on at least a portion of said display during said first presenting step;
- 25 third [second] presenting, by the user node and during said first presenting step [over time], one or more additional advertising presentations having a predetermined time delay after said step of second presenting is performed, each said additional advertising presentation for providing information related to one of a product and a service, wherein [each of] at least one of said additional advertising presentations is:
- 30 (a) received via the Internet in response to Internet transmissions by the providing node during said first presenting step, and
- (b) displayed on at least a portion of said display without the user providing an input for which a consequence includes the presenting of said additional advertising presentations and for which said first advertising presentations are

35        not a consequence [subsequent to said steps of first transmitting, first ~~receiving~~ and first presenting to which said one or more additional advertising presentations are responsively provided];

             second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said

40        data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;

             second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the

45        user.

Claim 99 has been amended as follows:

99.        (Amended) A method of advertising on the Internet, comprising:

             for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

5        first receiving, at an Internet providing node, and from a user node by which the user accesses the Internet, an Internet request for interactive communication with [one or more display presentations of] an interactive service, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive on [via] the Internet between said providing node and the

10        user;

first providing, by the service, a responsive Internet transmission [transmitting to the user node] for [, in response to said Internet request] (a) and (b) following:

             (a) displaying a [said one or more display] service presentation[s of] for said service [for presenting] on at least a portion of a display for the user node, and

- 15 (b) displaying [one or more] a first advertising presentation[s], wherein [a first of] said first advertising presentation[s] is [also] displayed on at least a portion of said display with [at least one of said display] said service presentation[s];
- second receiving, by the service, a transmission resulting from a user input to said service presentation during the display of the service presentation;
- 20 second providing, by the service, a responsive Internet transmission having as a consequence a displaying an additional service presentation for said service on at least a portion of the display for the user node;
- wherein, over time, one or more additional of said] an additional advertising presentation[s are] is presented on the display according to (i) and (ii) following:
- 25 (i) said additional advertising presentation is received, via the Internet, in response to an Internet transmission by the providing node during the display of one of the service presentations; and
- (ii) said additional advertising presentation is presented on at least a portion of said display without the user providing an input for which a consequence includes the presenting of said additional advertising and for which said first advertising is not a consequence [having a corresponding next response that presents said one or more additional advertising presentations];
- 30 wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data
- 35 indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information[, provided in said step of transmitting.] for contacting said destination node with said data.

Claim 100 has been amended as follows:

100. (Amended) A method of advertising on a network, comprising:  
for each of one or more users accessing the network, the following steps are performed:

first transmitting, from the user, a corresponding request for accessing a providing  
5 node of the network, [said providing node provides one or more interactive display  
presentations,] wherein said request has associated therewith a network address for  
identifying the providing node;

first receiving, from the providing node via the network, [said] one or more  
interactive display presentations for presenting on at least a portion of a display of a user  
10 node by which the user accesses the network, and wherein said interactive display  
presentations are interactive, during a continuous connection to the network, between the  
user and said providing node;

first presenting, by the user node, concurrently with at least one of the interactive  
display presentations, a first advertising presentation for providing information related to  
15 one of a product and a service for displaying on the user node, wherein said first  
advertising presentation is received via the network from some node of the network, and  
displayed on at least a portion of said display];

second presenting, by the user node over time, [one or more] an additional  
advertising presentation[s], [each] said additional advertising presentation for providing  
20 information related to one of a product and a service, wherein [each of at least most of]  
said additional advertising presentation[s] is:

(a) received via the network in response to Internet transmissions by from said  
some node, and during the display of one of the service presentations, and  
(b) displayed on at least a portion of said display without the user providing an  
25 input that only causes said additional advertising presentation to be displayed;

second transmitting, via the network, data indicative of an action by the user in  
response to one of said first and said additional advertising presentations, wherein said  
data is transmitted:

(i) from said user node, and  
30 (ii) to a destination node of the network, said destination node identified at  
said user node by a destination network address used for transmitting  
said data;

second receiving, via the network, another presentation for presenting to the user  
at said user node, wherein said another presentation is responsive to said step of second  
35 transmitting.

Claim 101 has been amended as follows:

101. (Amended) A method of providing a presentation on a network,  
comprising:
- activating a network service accessible from a first network node during a  
[connector] connection to the network, wherein one or more interactive service  
5 presentations are presented to a user during an activation of the network service by a  
network user node from which the user accesses the network;
- inputting, by the user, service related information during a presentation of the  
service presentations for transmitting said information, via the network connection, to  
said first network node during the activation of the network service;
- 10 presenting concurrently with the service presentations at the network user node, a  
first advertising presentation for providing information related to a first one of a product  
and a service, wherein said first advertising presentation is transmitted for display during  
the activation of the network service, and a display of said first advertising presentation is  
replaced by a display of a [different,] second advertising presentation, for a second one of  
15 a product and a service different from said first product or service, during the activation  
of said network service [substantially] independently of every [any] user input occurring  
from a time of the display of said first advertising presentation to the display of said  
second advertising presentation, wherein at least one of said service presentations for  
presenting on the network user node is determined without regard to which one of said  
20 first and second advertising presentations is presented concurrently with the at least one  
service presentation to the user;
- wherein said first advertising presentation includes network link data that includes  
a network identifier identifying another presentation;

activating, by the user, said first advertising presentation for requesting said  
 25 another presentation during said network connection, wherein the user provides an input related to a position of a display of said first advertising presentation;  
 presenting said another presentation at the network user node;  
 providing, by the user, product or service purchasing data to said another presentation; and  
 30 receiving, by the user, the product or service in response to said step of providing.

Claim 102 has been amended as follows:

102. (Amended) A method of providing a presentation on a network,  
 comprising:  
 activating, by a user at a network user node, a network service which is at least  
 partially performed at a first network node during an on-line connection to the network,  
 5 wherein one or more interactive service presentations are presented to the user at the user  
 network node during the on-line network connection for performing the network service  
 and an interactive content is provided at the network user node by a plurality [at least  
 one] of said service presentations, said content concerning the service;  
 receiving, at the first network node and during the activation of the network  
 10 service, network transmissions from the user node for one or more interactions between  
 the user and said interactive service presentations concerning said interactive content;  
 responding, by the first network node, to at least one of said network  
 transmissions prior to receiving some next one of said network transmissions from the  
 user;  
 15 determining a particular first and second [one] of a plurality of advertising  
 presentations wherein said advertising presentations are used for presenting to the user  
 information about at least one of a product and a service, and wherein said first particular  
 presentation includes network link data for identifying another presentation [related to  
 said particular presentation], said network link data associated with a corresponding one  
 20 or more positions on a display of said particular first presentation;



providing, for display concurrently with a display of at least some said interactive content of the service presentations at the network user node, said particular first advertising presentation;

- wherein said step of providing includes a substep of transmitting said particular first advertising presentation, wherein said particular first advertising presentation is received during a display of one of said interactive service presentations to the user, wherein said particular first advertising presentation is transmitted as a consequence of one or more communications on the on-line network connection from the first network node to the user node;
- wherein (i) and (ii) following: (i) a display to the user of said particular second advertising presentation is purposefully delayed after said particular first advertising presentation, and (ii) there is no user input, after said display of said particular first advertising presentation, for which a consequence includes a display of said particular second advertising presentation to the user;
- [ ] wherein said [a] display of said particular first advertising presentation is activated for transmitting, on [during] said on-line network connection, said another presentation to the user when the user provides an input identifying one of said one or more positions on a display of said particular first presentation, and wherein said interactive content is substantially unaffected by which of said advertising presentations [is identified in said step of determining said particular presentation].

Claim 103 has been amended as follows:

103. (Amended) A method as claimed in Claim 102 [6], wherein said step of activating includes one of: (a) activating an instance of a game as at least a portion of the network service, and (b) accessing a first Internet site as said first network node, wherein a second Internet site different from said first Internet site performs said step of providing.

Please add the following new Claims 104-205:

104. A method of advertising on the Internet, comprising:

first receiving an activation request, from an Internet accessible user node, for activating an instance of an interactive service accessible via an Internet contact with an Internet accessible service node, wherein the user node interactively communicates with the instance for receiving a plurality of service transmissions from the instance via a first Internet connection, said service transmissions having a plurality of instance presentations transmitted to the user node via the first Internet connection, said instance presentations interleaved with one or more responsive user communications from the user node to said interactive service;

10 first transmitting a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection during an elapsed time of said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a purchasable service;

wherein an advertising presentation, AP<sub>1</sub>, of said sequence is presented as a  
15 consequence of one or more particular communications on the first Internet connection between said Internet accessible service node and the user node;

wherein AP<sub>1</sub> is presented to the user during at least one transmission of said service transmissions;

wherein for said advertising presentations transmitted in said step of first  
20 transmitting, (a) and (b) following hold:

(a) there is at least a second advertising presentation, AP<sub>2</sub>, of said sequence wherein: (i) a presenting of AP<sub>2</sub> to the user is purposefully delayed after a presentation of AP<sub>1</sub>, and (ii) there is no user input, after a last of said particular communications and during the service transmissions, for which a  
25 consequence includes the presenting of AP<sub>2</sub>;

(b) presentations of AP<sub>1</sub> and AP<sub>2</sub> are substantially unrelated to said user communications;

wherein at least one of AP<sub>1</sub> and AP<sub>2</sub> includes link data such that when said link data is activated by a user input to said at least one of AP<sub>1</sub> and AP<sub>2</sub>, data indicative of  
30 said user input is transmitted, via the first Internet connection, to a network node identified by said link data;

second receiving, at the user node and from the network node via the first Internet connection, a subsequent presentation for presenting to the user, wherein said subsequent presentation is determined using said data, said subsequent presentation also identifying one of a purchasable product and a purchasable service, and wherein said subsequent presentation is presented to the user during the first Internet connection.

105. The method of Claim 104, wherein  $AP_1$  was transmitted to the user node in an Internet transmission previous to said at least one transmission.

106. The method of Claim 104, wherein said particular communications includes an Internet transmission from said Internet accessible service node to the user node.

107. The method of Claim 106, wherein said step of first transmitting is dependent upon to an Internet transmission by the user node that is responsive to said particular communications.

108. The method of Claim 104, wherein said step of first receiving includes receiving a request to activate said instance at least partially in exchange for said sequence of advertising presentations being displayed at the user node.

109. The method of Claim 108, further including a step of providing Internet access to the user node at a reduction in cost in exchange for said sequence of advertising presentations being displayed at the user node.

110. The method of Claim 109, wherein at said advertising presentation  $AP_2$  is unrequested.

111. The method of Claim 109, further including a step of inputting a user identification prior to receiving activation of said instance.

112. The method of Claim 109, further including a step of forcing said sequence of advertising presentations to be presented to the user so that they are unobscured when presented.

113. The method of Claim 104, wherein said link data includes an Internet address.

114. The method of Claim 104, further including steps of:

accessing, by said instance, status information related to a state of said instance determined at least partially by a previous one of said responsive user communications; updating said status information using information received by said instance from one of said responsive user communications following said previous responsive user communication.

115. A method for advertising on a communications network, comprising:

first receiving, at a service providing source, a transmission on the communications network from a user node for activating an instance of a user desired service;

activating the instance for interactively communicating with the user via transmissions on the network between the user node and said service providing source;

storing, at said service providing source, status information, wherein said status information provides information identifying that the user is communicating with the instance, and context data used by said service providing source in determining a

subsequent response to an additional user node transmission to said instance;

first transmitting on the communications network, from said service providing source, and in response to the service providing source receiving the transmission, first information, including first service data of the instance for presenting at the user node;

second receiving, by the instance, first data obtained from at least one network transmission,  $T_1$ , corresponding to an input to a presentation of said first service information by the user at the user node;

accessing said status information for determining said second service information as a response to said first data;

second transmitting on the communications network, from said service providing  
20 source, and in response to the service providing source receiving the first data, second  
information, including second service data of the instance for presenting at the user node,  
modifying, at said service providing source, said context data used by said service providing  
source in determining a subsequent response to an additional user node, and transmitting  
transmission to said instance

25 third transmitting, on the communications network, from the service providing  
source, data related to presenting advertising on the user node, wherein the advertising is  
for one or more of a purchasable product or a purchasable service, and said data is  
transmitted to the user node during a time from the first transmitting step to the second  
transmitting step;

30 wherein as a consequence of said third transmitting, at least a first advertising  
presentation and a second advertising presentation of said advertising are displayed on  
the user node with the second advertising presentation being displayed, on the user node,  
after the first advertising presentation by a predetermined delay, and without there being  
a user input to the user node that has, as a consequence, the display of the second  
35 advertising presentation and not the first advertising presentation;

wherein at least one of said first and second advertising presentations is: (a)  
displayed on the user node concurrently during a reception at the user node of a  
transmission of one or more of said first and second service data, and (b) includes a  
hyperlink.

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116. The method of Claim 115, wherein said steps of first receiving, first transmitting,  
second transmitting, and third transmitting occur during a single connection to the  
communications network.

117. The method of Claim 116, wherein said first information is transmitted for display  
in a browser window of a browser of the user node, said browser for contacting nodes on  
the network from the user node.

118. The method of Claim 117, wherein said first and second advertising presentations are presented in said browser window.

119. The method of Claim 116 wherein said status information is retained for use in determining a subsequent response after a termination of the single connection so that said instance can be resumed in a subsequent connection to the communications network.

120. The method of Claim 119, wherein said context data includes a representation of a configuration of a game for indicating a next play of the game.

121. The method of Claim 115, further including a step of receiving financial information related to a financial status of the user, wherein said financial information is used in determining whether a subsequent input by the user to the instance is acceptable.

122. The method of Claim 121, wherein said subsequent input includes a wager.

123. The method of Claim 121, further including a step of qualifying the user for viewing a particular presentation, wherein a financial status of the user is matched with predetermined financial criteria.

124. The method of Claim 123, wherein said particular presentation includes one of: a promotional and an advertisement, wherein said one of the promotional and advertisement is associated with said predetermined financial criteria.

125. The method of Claim 115, wherein at least one of said first, second and third transmitting steps provide a transmission on a portion of a network provided within a casino.

126. The method of Claim 125, further including a step of changing a speed of play of a game according to said first data.

127. The method of Claim 115, wherein said instance includes providing access to other nodes of the communications network in exchange for presenting said advertising on the user node.

128. The method of Claim 127, wherein at least one of said steps of first, second and third transmitting travel at least a portion of one: a TCP/IP network, and the Internet.

129. The method of Claim 128, wherein said second transmitting step includes transmitting, via the network, information for storing at the user node, wherein said stored information is utilized in allowing the user node to access a desired service of said service providing source on a subsequent network connection by the user node.

130. The method of Claim 129, wherein said stored information includes identification information for identifying the user node, and further including:

receiving said identification information at said service providing source; and  
providing the user node with network access to the instance as a result of

5 receiving said identification information.

131. The method of Claim 130, further including a step of selecting one of said first and second advertising presentations for providing advertising related to a product or service, wherein the product or service is identified from one or more previous user inputs during the activation of the instance.

132. The method of Claim 131, said status information includes one or more of: a credit limit and a current amount of funds available to the user.

133. The method of Claim 132, wherein at least one of said first and second transmitting steps includes transmitting a representation of a game token to the user, and further including a step of determining said game token substantially randomly.

134. The method of Claim 133, wherein said game token is for playing one of: blackjack, poker, craps, roulette, baccarat and pai-gow.

135. The method of Claim 115, further including a step of storing information effective for ranking the user with other users communicating with an instance of the desired service.

136. The method of Claim 115, wherein said steps of first and second transmitting occur on a same connection to the network.

137. The method of Claim 136, further including a step of receiving information identifying the user prior to activating said instance of the desired service.

138. The method of Claim 136, further including a step of the service providing source receiving registration information from the user node for registering the user with said service providing source so that in a subsequent instance of said desired service the user is known by the service providing source.

139. The method of Claim 136, wherein as a result of said data being transmitted to the user node, there is at least one network transmission from the user node which has as a consequence the displaying of said first and second advertising presentations to the user at the user node.

140. The method of Claim 136, wherein said second transmitting step includes transmitting information to the user node for determining whether a predetermined program is active for processing additional advertising information of said data so that said additional advertising information is presented to the user.

141. The method of Claim 136, wherein said second transmitting step includes transmitting advertising content information as part of said data, wherein said advertising



content information includes advertising content for at least said second advertising presentation.

142. The method of Claim 136, wherein said second transmitting step includes providing to the user node, as at least a portion of said data, information related to presenting one or more subsequent transmissions wherein said subsequent transmissions include advertising content information of said data for presenting to the user.

143. The method of Claim 142, wherein said portion of said data includes a download to the user node of a program for presenting unrequested advertising to the user via the user node.

144. The method of Claim 136, further including:

performing said steps of first and second transmitting asynchronously for each of a plurality of users, each user accessing the network via a different user node for communicating with said advertising source; and

5 collecting advertising related information, wherein said advertising related information is obtained using data indicative of responses to instances of advertising related information presented to each of the plurality of users, said instances including corresponding instances of one or more of said first and second advertising presentations for each of the plurality of users.

145. The method of Claim 144, for each advertising presentation, AP, of one or more advertising presentations presented to at least some of the plurality of users, a further step of determining, using said advertising related information; and one or more of the following:

- 5
- (a) data indicative of a number of hyperlinks for AP activated by said at least some of the plurality of users;
  - (b) data indicative of a number of positive responses to AP by said at least some of the plurality of users;

10 (c) data indicative of a number of advertised items sold to said at least some of the plurality of users wherein said advertised items are available for purchase via AP; and

(d) data indicative of a total number of presentation of AP to said at least some of the plurality of users.

146. The method of Claim 144, for each advertising presentation, AP, of one or more advertising presentations presented to at least some of the plurality of users further step of determining, using said advertising related information; data indicative of a number of promotionals requested by said at least some of the plurality of users wherein said promotional are available via AP.

147. The method of Claim 136, further including:  
collecting information about the user, wherein said information about the user is obtained from user node transmissions on the network of input provided by the user to the user node.

148. The method of Claim 147, wherein said step of collecting includes monitoring user communications on the network with one or more of said service instance and other network accessible nodes for obtaining , and further including a step of subsequently selecting a subsequent advertising presentation for determining advertising related to a user input.

149. The method of Claim 147, wherein said information about the user includes obtaining some of the following information related to the user: a name, an address, an e-mail address, an age, a financial status, an educational level, a marital status, a size of household, a number of children, an amount of recreational time, personal tastes, and a sex.

150. The method of Claim 147 further including a step of comparing said information collected about the user with a predetermined profile

further including a step of storing information related to one of: whether one of said plurality of presentations has been presented to a first of the one or more users, and a time

5 when said one presentation was presented to the first user.

151. The method of Claim 136, wherein said instance of the user desired service includes a playing of a game wherein:

said first transmitting step includes transmitting plays of the game, via the network, to the user node from said instance during the playing of the game; wherein

5 each of said first and second service information includes one of the game plays;

said second transmitting includes providing said first advertising presentation to the user node, wherein said first advertising presentation is presented during the playing of the game;

10 receiving, via the network, a data item indicative of an activation of said hyperlink by the user in response to said first advertising presentation during the playing of the game by the user;

second transmitting to the user node, another presentation, wherein said another presentation is determined using said data item.

152. The method as claimed in Claim 151, wherein the instance includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before

5 playing the game.

153. The method of Claim 151, further including a step of selecting said another advertising presentation by both (i) and (ii) following:

(i) accessing stored data indicative of network communications from the user prior to said step of first transmitting; and

5 (ii) determining whether the first user qualifies to receive a particular advertising presentation as said another advertising presentation.

154. The method of Claim 136, wherein said second transmitting step includes transmitting, via the network, information for storing at the user node, wherein said stored information is utilized in allowing the user node to access a desired service of said service providing source on a subsequent network connection by the user node.

155. The method of Claim 154, wherein said stored information includes identification information for identifying the user node, and further including:  
receiving said identification information at said service providing source; and  
providing the user node with network access to an instance of a user desired  
5 service as a result of receiving said identification information.

156. The method of Claim 155, wherein said step of providing includes providing the user node with access to the network.

157. The method of Claim 156, wherein said access to the network is dependent upon a result of a step of determining that the user node is configured to accept unrequested advertising.

158. The method of Claim 157, wherein said step of determining includes communicating with the user node for detecting an activation of a predetermined program on the user node, wherein said predetermined program is used in presenting said unrequested advertising to the user.

159. The method of Claim 158, wherein said step of transmitting said stored information includes transmitting a code for providing said predetermined program on the user node.

160. The method as claimed in Claim 154, wherein the instance includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a

game having a total number of possible distinct game plays that is capable of being  
5 determined before playing the game.

161. The method of Claim 136, wherein said network includes at least a portion of an  
interactive cable network upon which one or more of said first and second data are  
transmitted.

162. The method of Claim 136, wherein the network includes a plurality of smaller  
networks connected together for providing communications therebetween, and the  
network has one or more of the following characteristics:

- 5 (i) the network has a common address space such that for each node, N,  
accessible by the network, there is a common address for N by which N can  
be accessed regardless of which one of the smaller networks also containing  
N, and regardless of a source on the network for requesting a communication  
with N;
- 10 (ii) the network is able to support communications using the Internet Protocol  
(IP); and
- (iii) the network provides communication access to substantially all publicly  
contactable e-mail addresses.

163. The method of Claim 162, wherein the network is able to support  
communications between network nodes using the Transmission Control Protocol/  
Internet Protocol (TCP/IP).

164. The method of Claim 162, further including:

generating electronic game tokens for playing a game as a portion of said instance  
of the desired service, said game tokens played in occurrences of the game to affect  
outcomes of the occurrences;

- 5 receiving player identification data prior to at least a first player playing the game,  
wherein said identification data is used to identify information related to the user in  
subsequent occurrences of the game;

first playing a first occurrence of the game interactively between the user and a substantially electronic game playing system via game play transmissions on the network between the user and the said service providing source wherein said game playing system plays a first sequence of said game tokens;

10 second playing a second occurrence of the game interactively with a second user at a second user node and said game playing system via game play transmissions on the network between the second user and the said service providing source, wherein said first and second game occurrences overlap in time, and wherein said game playing system

15 plays a second sequence of game tokens when playing said second occurrence of the game;

wherein said first and second sequences have at least different game tokens in at least one identical game token position, in each of said first and second sequences; and

20 presenting to the user, during said first occurrence, said first advertising presentation, wherein a change to said second advertising presentation during said first occurrence does not change an availability to subsequently perform game plays of said first instance.

165. The method as claimed in Claim 164, wherein the game includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before

5 playing the game.

166. A method for advertising on a network, comprising:

receiving, by an advertising source, one or more transmissions on a communications network, wherein each said transmission provides information that identifies a user node for a subsequent transmission of advertising information on the

5 network;

determining, by said advertising source, first and second advertising related information for presentation to a user at the user node, wherein said first advertising information is to be displayed prior to said second advertising information by at least a

- predetermined elapsed time, and wherein each of said first and second advertising information is for presenting information related to one or more purchasable products or purchasable services, and each of said first and second advertising information includes a network address of a corresponding network node providing additional information related to the one or more purchasable products or purchasable services for the advertising information;
- transmitting, by said advertising source, said first and second advertising information to the user, wherein said first and second advertising information are transmitted on the network during a presenting to the user, at the user node, of at least one of a plurality of presentations of service information transmitted to the user node, on the network from a service providing source, wherein:
- (a) said service providing source interactively communicates with the user for transmitting said plurality of presentations on a same user node connection to the network as said advertising source for transmitting said first and second advertising information, wherein for a first and a second of said plurality of presentations, said second presentation is presented on the user node as a response to a network transmission of an input by the user to said first presentation;
  - (b) said first and second advertising information are presented to the user at the user node concurrently with at least one of said first and second presentations;
  - (c) there is no input by the user, for which a display of the second advertising information at the user node is a consequence and a display of said first advertising information is not a consequence;
  - (d) for at least one of said first and second advertising information the user can activate a hyperlink for accessing the corresponding node using its network address.

167. The method of Claim 166, wherein the user node contacts said service providing source, via the same user node connection to the network, for providing the user with communications for a service with which the user desires to communicate.

168. The method of Claim 167, further including a step of first receiving by said advertising source a transmission from the user node, for the same user node connection

to the network for identifying the user to said advertising source;

wherein said step of first receiving occurs prior to the user node contacting said

service providing source, via the same user node connection to the network.

169. The method of Claim 166, further including a step of said advertising source providing the user node with access to the network in exchange for the presentation of advertising at the user node.

170. The method of Claim 169, wherein said step of providing is performed according to one of: (a) without charging the user for connecting to the network, and (b) charging the user a reduced amount in comparison to a charge wherein said presentation of advertising is not presented.

171. The method of Claim 168, wherein said step of first receiving occurs substantially during an initiation of the user node connection to the network.

172. The method of Claim 171, wherein the network includes a plurality of smaller networks connected together for providing communications therebetween, and the network has one or more of the following characteristics:

- (i) the network has a common address space such that for each node, N, accessible by the network, there is a common address for N by which N can be accessed regardless of which one of the smaller networks also containing N, and regardless of a source on the network for requesting a communication with N;
- (ii) the network is able to support communications using the Internet Protocol (IP); and
- (iii) the network provides communication access to substantially all publicly contactable e-mail addresses.



174. The method of Claim 172, wherein the network is able to support communications between network nodes using the Transmission Control Protocol/Internet Protocol (TCP/IP).

175. The method of Claim 174, wherein said service providing source is accessible via a network address that is not used to access said advertising source.

176. The method of Claim 166, further including a step of first receiving by said advertising source a transmission from the user node, for the same user node connection to the network, for identifying the user to said advertising source;  
wherein said step of first receiving occurs prior to the user node contacting said service providing to contacting the service providing source.

177. The method of Claim 166, wherein for each of the network transmissions of said first and second presentations to the user node, there is a network transmission by the service providing source for contacting the advertising source.

178. The method of Claim 166, wherein said first advertising information is transmitted from a network node different from a network node for transmitting said first and second presentations.

179. The method of Claim 166, wherein said step of transmitting of at least one of said first and second advertising information to the user node is not in response to any user input to one of said plurality of presentations for said service providing source.

180. The method of Claim 179, wherein for said step of transmitting there is no user input, UI, to any other service providing source accessible by the user node on the connection to the network, such that one of said first and second advertising related information is transmitted to the user node as a consequence to such a user input UI wherein the other service providing source is different from said advertising source.

181. The method of Claim 166, further including a step of said advertising source being contacted by the user node for gaining access to the network.

182. The method of Claim 181, further including transmitting a response to the user node for activating a program on the user node that remains active throughout the user node connection to the network for presenting advertising to the user.

183. The method of Claim 166, wherein the network includes communications via an interactive cable television network.

184. The method of Claim 166, wherein for said step of transmitting there is no user input, UI, to any service providing source accessible by the user node on the connection to the network, such that one of said first and second advertising related information is transmitted to the user node as a consequence to such a user input UI wherein the other service providing source is different from said advertising source.

185. The method of Claim 166 further including:  
performing said steps of receiving, determining, and transmitting asynchronously for each of a plurality of users, each user accessing the network via a different user node for communicating with said advertising source;

5 collecting advertising related information, wherein said advertising related information is obtained using data indicative of responses to instances of advertising related information presented to each of the plurality of users, said instances including corresponding instances of said first and second advertising related information for each of the plurality of users;

10 providing advertising related performance information to an advertiser, wherein said performance information is determined using said advertising related information for advertising information related to the advertiser.

186. The method of Claim 185, wherein said performance information includes one or more of (a) through (d) following:

- (a) a measurement related to a number of the plurality of users to which said at least one advertising related presentation is displayed,
- 5 (b) a measurement related to a number of times said at least one advertising related presentation is displayed to some of the users,
- (c) a measurement related to a number of favorable responses by the users to said at least one advertising related presentation, and
- (d) a measurement related to a number of promotionals provided to the users, said
- 10 promotionals related to at least one product or service of said at least one advertising related presentation.

187. The method of Claim 186, further including a step of providing, to a first of said users, supplemental information related to a compensation to the first user for providing one or more of said responses.

188. The method of Claim 166, wherein said step of transmitting transmits at least one of said first and second information on at least a portion of one of: the Internet network, an interactive cable television network, and a local area network.

189. The method of Claim 166, further including a step of storing information related to one of: whether one of said first and second advertising information has been presented to the one previously, and a time when said first and second advertising information was presented to the user.

190. The method of Claim 166, wherein said service providing source is accessible via a network address that is not used to access said advertising source.

191. The method of Claim 166, wherein said step of transmitting includes:  
first transmitting said first advertising information at a first time; and  
second transmitting said second advertising information at a second time which is after said time by a predetermined delay.

192. A method of advertising on the Internet, comprising:
- first receiving an activation request, from an Internet accessible user node, for activating an instance of an interactive service accessible via an Internet contact with an Internet accessible service node, wherein the user node interactively communicates with the instance for receiving a plurality of service transmissions from the instance via a first Internet connection, said service transmissions having a plurality of instance presentations transmitted to the user node via the first Internet connection, said instance presentations interleaved with one or more responsive user communications from the user node to said interactive service;
- 10 first transmitting a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection during an elapsed time of said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a purchasable service;
- wherein an advertising presentation, AP<sub>1</sub>, of said sequence is presented as a
- 15 consequence of one or more particular communications on the first Internet connection between said Internet accessible service node and the user node;
- wherein AP<sub>1</sub> is presented to the user during at least one transmission of said service transmissions;
- wherein for said advertising presentations transmitted in said step of first
- 20 transmitting, (a) and (b) following hold:
- (a) there is at least a second advertising presentation, AP<sub>2</sub>, of said sequence wherein: (i) a presenting of AP<sub>2</sub> to the user is purposefully delayed after a presentation of AP<sub>1</sub>, and (ii) there is no user input, after a last of said particular communications and during the service transmissions, for which a
- 25 consequence includes the presenting of AP<sub>2</sub>;
- (b) presentations of AP<sub>1</sub> and AP<sub>2</sub> are substantially unrelated to said user communications;
- wherein at least one of AP<sub>1</sub> and AP<sub>2</sub> includes link data such that when said link data is activated by a user input to said at least one of AP<sub>1</sub> and AP<sub>2</sub>, data indicative of
- 30 said user input is transmitted, via the first Internet connection, to a network node identified by said link data;

wherein a subsequent presentation for presenting to the user is received at the user node and from the network node via the first Internet connection, wherein said subsequent presentation is determined using said data, said subsequent presentation also identifying one of a purchasable product and a purchasable service; and wherein said subsequent presentation is presented to the user during the first Internet connection.

193. The method of Claim 192, further including a step of second transmitting of at least one of AP<sub>1</sub> and AP<sub>2</sub> from said Internet accessible service node.

194. The method of Claim 193, wherein said sequence is transmitted from said Internet accessible service node.

195. An apparatus for advertising on a communications network, comprising:  
means for first receiving, at a service providing source, a transmission on the communications network from a user node for activating an instance of a user desired service;

5 means for activating the instance for interactively communicating with the user via transmissions on the network between the user node and said service providing source;

means for storing, at said service providing source, status information, wherein said status information provides information identifying that the user is communicating with the instance, and context data used by said service providing source in determining a subsequent response to an additional user node transmission to said instance;

10 means for first transmitting on the communications network, from said service providing source, and in response to the service providing source receiving the transmission, first information, including first service data of the instance for presenting at the user node;

15 means for second receiving, by the instance, first data obtained from at least one network transmission, T<sub>1</sub>, corresponding to an input to a presentation of said first service information by the user at the user node;

means for accessing said status information for determining said second service  
20 information as a response to said first data;

means for second transmitting on the communications network, from said service  
providing source, and in response to the service providing source receiving the first data,  
second information, including second service data of the instance for presenting at the  
user node;

25 means for modifying, at said service providing source, said context data used by  
said service providing source in determining a subsequent response to an additional user  
node transmission to said instance

means for third transmitting, on the communications network, from the service  
providing source, data related to presenting advertising on the user node, wherein the  
30 advertising is for one or more of a purchasable product or a purchasable service, and said  
data is transmitted to the user node during a time from the transmitting of said first  
information to the transmitting of said second information;

wherein as a consequence of said third transmitting, at least a first advertising  
presentation and a second advertising presentation of said advertising are displayed on  
35 the user node with the second advertising presentation being displayed, on the user node,  
after the first advertising presentation by a predetermined delay, and without there being  
a user input to the user node that has, as a consequence, the display of the second  
advertising presentation and not the first advertising presentation;

wherein at least one of said first and second advertising presentations is: (a)  
40 displayed on the user node concurrently during a reception at the user node of a  
transmission of one or more of said first and second service data, and (b) includes a  
hyperlink.

196. An apparatus for advertising on a network, comprising:

an advertising source for receiving one or more transmissions on a  
communications network, wherein each said transmission provides information that  
identifies a user node for a subsequent transmission of advertising information on the  
5 network;

- an advertising selector accessible by said advertising source for determining first and second advertising related information for presentation to a user at the user node, wherein said first advertising information is to be displayed prior to said second advertising information by at least a predetermined elapsed time, and wherein each of said first and second advertising information is for presenting information related to one or more purchasable products or purchasable services, and each of said first and second advertising information includes a network address of a corresponding network node providing additional information related to the one or more purchasable products or purchasable services for the advertising information;
- 15 a network interface for transmitting, by said advertising source, said first and second advertising information to the user, wherein said first and second advertising information are transmitted on the network during a presenting to the user, at the user node, of at least one of a plurality of presentations of service information transmitted to the user node, on the network and from a service providing source, wherein:
- 20 (a) said service providing source interactively communicates with the user for transmitting said plurality of presentations on a same user node connection to the network as said advertising source for transmitting said first and second advertising information, wherein for a first and a second of said plurality of presentations, said second presentation is presented on the user node as a
- 25 response to a network transmission of an input by the user to said first presentation;
- (b) said first and second advertising information are presented to the user at the user node concurrently with at least one of said first and second presentations;
- (c) there is no input by the user, for which a display of the second advertising information at the user node is a consequence and a display of said first advertising information is not a consequence;
- 30 (d) for at least one of said first and second advertising information the user can activate a hyperlink for accessing the corresponding node using its network address.

197. The apparatus of Claim 196, wherein said service providing source includes said advertising source.

198. The apparatus of Claim 196, wherein said service providing source uses said network interface for transmitting at least one of said presentations of service information.

199. The apparatus of Claim 196, wherein said advertising source and said service providing source access user information supplied by a single transmission from the user node.

200. The apparatus of Claim 196, wherein said plurality of presentations include responses to plays of a game by the user; and  
further including a game play evaluator for receiving data indicative of said plays, and for each play, determining a next response to the play for transmitting to the user.

201. The method of Claim 98, further including steps of:  
receiving at the providing node said Internet request said interactive service;  
storing service activation information at said providing node, wherein said service activation information is related to an activation of said service by the user;  
5 updating said service activation information when user data is received that is indicative of said user input;  
using said updated service activation information for determining said latter display presentation P<sub>2</sub>.

202. The method of Claim 201, wherein said interactive service includes an instance of a game for generating electronic game tokens for playing the instance, said game tokens played in instance of the game to affect outcomes of the instance.

203. The method of Claim 202, wherein said instance of a game includes at least one of:



(a) an element of chance;

(b) a total number of possible game plays is capable of being determined before  
5 playing the game; and

(c) there is an opponent for the user.

204. The method of Claim 203, wherein said instance is available to the user on a  
subsequent different Internet connection for continuing to input game plays to the  
instance.

205. The method of Claim 101, wherein said step of receiving includes performing a  
transaction for a reservation during said network service.

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